

*Thank You
to our
2022 Sponsors*

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 - Pet Med Emergency
 - Regal Pharmacy
 - Synergy Animal Behavior
 - Zoetis



Accommodations

Please make your hotel reservations early as rooms are very limited by calling 662-895-2941 and ask for the Memphis/Shelby County Veterinary Medical Association (MSCVMA) block. Rooms have been reserved at a rate of \$102.00 a night. To receive this rate, rooms must be reserved by October 17, 2022.

Parking

Complimentary parking on the grounds of the facility.



CONTINUING EDUCATION

The conference offers twenty (20) hours of continuing education credits approved by Tennessee Board of Veterinary Medical Examiners. Certificates of attendance will be provided at the end of each day.

Name: _____

Clinic: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

MSCVMA Members (\$395.00) **Non-Members** (\$425.00)
 After October 17, 2022 (\$450.00) One Day Registration (\$225.00)
 (Mark the days you will attend) ___Thursday ___Friday ___Saturday

Technicians & Management Staff (\$250.00)
Veterinary Students and Accredited Technician Students (FREE)

Meal Cost for Guests: \$30 per meal
 No. of Guest Meals _____ Day(s) ___Thursday ___Friday ___Saturday

Total Payment \$ _____

Credit Card Payment (Add 4% Convenience Fee)

Name on card: _____

Payment Method: _____

Card #: _____

Exp. Date: _____ Zip Code: _____

CVV: _____ Amount: \$ _____

Registration fee on Thursday includes breaks and dinner. Fee covers breakfast, lunch and breaks Friday and Saturday. All conference materials are provided. If additional information is required, contact Lee Hughes, MSCVMA Executive Director (901) 754-1615, Email: Lmhughes@costconsulting.net or at the address shown. Please make check payable to MSCVMA and mail to 504 Sanga Circle West, Cordova, TN 38018-7633. Form may be duplicated for multiple registrations.

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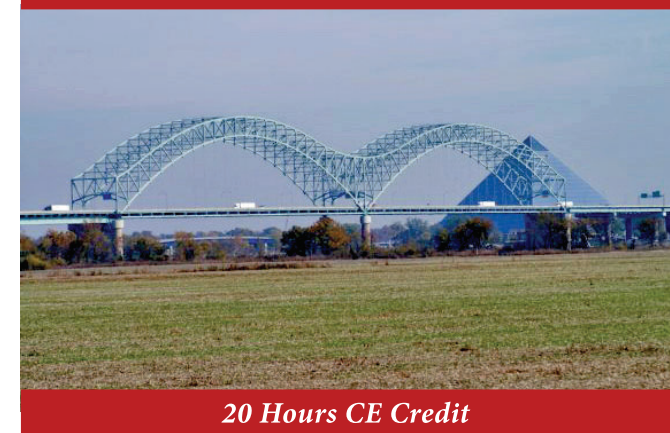
Memphis/Shelby County
 Veterinary Medical Association
 504 Sanga Circle West
 Cordova, TN 38018-7633



22nd Annual Mid-South Regional
Veterinary Conference

2022

NOVEMBER 17-19



20 Hours CE Credit

Sponsored by the Memphis
 Shelby County Veterinary
 Medical Association



Meeting Agenda

Thursday, November 17, 2022

Grand Ballroom

4:00 – 6:00pm

Caitlin DeWilde, DVM

- *Social Media 2022 What's In, What's Out And how to Decide What's Worth it for Your practice.*
- *How to Prove Social Media ROI*

6:00 – 7:00pm

Dinner - Evergreen Room

7:00 – 9:00pm

Joshua Regal, Pharm.D., FACA

- *The Healthy Veterinarian - Integrative medicine approach to better health*
- *The Happy Veterinarian - Teaming up with a compounding pharmacist can improve outcomes and quality of life*
- *Keeping us all legal - Latest updates on rules and regulations*

Friday, November 18, 2022

Grand Ballroom

7:00 – 8:00am

Breakfast - Evergreen Room

8:00am – 12:00pm

Craig Clifford, DVM, MS, DACVIM

- *Oncology and the primary care doctor: What can I do?*
- *Palliative care in veterinary oncology*
- *Controversies in Oncology: Mast Cell Tumors*
- *Canine & Feline Lymphoma*

12:00 – 1:00pm

Lunch - Evergreen Room

1:00 – 5:30pm

Alyssa Sullivan, DVM, MS, DACVIM

- *Hypothyroidism: Truths and Myths*
- *Canine Cushing's Diagnosis & Common Secondary Problems*
- *Canine Cushing's Treatment and Monitoring*
- *The Unregulated Diabetic*

Saturday, November 19, 2022

Grand Ballroom

7:00 – 8:00am

Breakfast - Evergreen Room

12:00 – 1:00pm

Lunch - Evergreen Room

8:00am – 5:30pm

**David Dycus, DVM, MS, CCRP
DACVS-SA**

- *The Orthopedic Examination: How to get a Diagnosis*
- *My Patient has a Front Limb Lameness. Now What: Orthopedic Soft Tissue Injuries*

- *Tips & Tricks to a Cruciate Tear Diagnosis & a Surgeons Thoughts on Stifle Braces*
- *2022 Osteoarthritis Updates Part 1: The COAST Approach to Diagnosis*
- *2022 Osteoarthritis Updates Part 2: Thinking Outside the Box for Management*
- *Nose & Toes: Updates to Patella Luxation Management*
- *Regenerative Medicine in Orthopedics: What do we know, What do we NOT know, What do we wish we knew*
- *Hip Dysplasia: Conservative and Rehabilitation Management*

FACULTY SPEAKERS

Dr. Caitlin DeWilde is the founder of The Social DVM, a consulting firm devoted to helping veterinary professionals learn how to manage and grow their social media, online reputation and marketing strategies. Working with large industry groups and individual practices alike, Caitlin and her team are passionate about translating the “geek speak” to “veterinary speak” and helping vets reach more clients and pets.



Caitlin is a graduate of the University of Illinois College of Veterinary Medicine and a recipient of their Outstanding Young Alumni Award, and also an alum of the AVMA's Future Leaders Program. She served as medical director for a large AAHA Fear Free/Cat-Friendly certified hospital in St. Louis before stepping back to focus on her marketing passion. Today, she divides her time between practice, consulting, and writing. She is the author of a new book, Social Media and Marketing for Veterinary Professionals and a columnist for Today's Veterinary Business.



Joshua Regal is a Pharmacist and has been CEO of Regal Pharmed in 19 years. Josh and his wife Summer Regal, Pharm.D. started Regal Pharmed in 2003 with the mission to serve patients with unique needs that standard medications cannot meet. We enjoy any opportunity we have to partner with veterinarians and the pet owner.

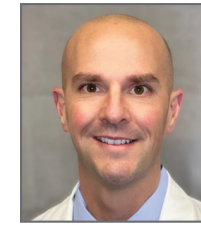
Josh serves as a deacon at Bellevue Baptist Church for 10+ years, serves on the Board of Trustees for the past 5 years, is Co-Founder of InPack Nutrients - providing supplements to several NBA teams, Co-Founder of Regal Insurance Advisors - Helping medicare patients find the best coverage for their medications, and Director of Operations at Regal Pharmacy (Formerly Bartlett Prescription Shop). Josh and Summer have 3 children, 1 dog and 1 lizard.



Dr. Craig Clifford is a graduate of Mississippi State University College of Veterinary Medicine and received an MS degree in Animal Science/Virology from the University of Delaware. After completing an internship and a medical oncology residency at the University of Pennsylvania, he became a diplomate of the American College of Veterinary Internal Medicine (Oncology) in 2003. He is a medical oncologist at Bluepearl Malvern, and has recently been named the director of Bluepearl science.

He is active in clinical research within a referral setting and serves as an advisory board member with both industry and non-profit foundations. He is a renowned oncologist who has authored/co-authored over 70 papers and book chapters. He is a frequent lecturer at major veterinary meetings in the USA and abroad. Dr. Clifford is a member of the VCA Pet Cancer Care Alliance Committee and has served on the VCS executive board, ACVIM Exam Rating Committee, Residency Training and Credentials Committee, Oncology Pathology Working Group, Co-chair of the Standards of Excellence in Residency Education Task Force and an Examiner for the Australian Scientist's Oncology Specialty Exam.

Dr. Alyssa Sullivan graduated from Mississippi State University College of Veterinary Medicine in 2007 and was in private practice for 5 years before returning to Mississippi State for an internship and residency. She became boarded in Internal Medicine in 2016 and has been on faculty at MSU since then. In her spare time, she enjoys CrossFit, collecting houseplants and cooking.



Dr. David Dycus attended Mississippi State University's College of Veterinary Medicine for his veterinary degree, Auburn University for a small animal rotating internship, and Mississippi State for a combined surgical residency and Masters degree.

Dr. Dycus is frequently asked to lecture locally, nationally, and internationally. He has given over 200 continuing education lectures and taught over 125 laboratories. He has published numerous research articles and authored or co-authored several book chapters. He is on faculty for AO (Arbeitsgemeinschaft für Osteosynthesefragen), and he is an orthopedic consultant for VIN (Veterinary Information Network).

Along with being a scientific reviewer for multiple journals, he serves on the editorial review board and is the associate editor (orthopedics) for Veterinary Surgery, the official publication of the American and European Colleges of Veterinary Surgeons. Currently Dr. Dycus is on the Board of Trustees for the American College of Veterinary Surgeons and is a council member for the Association for Veterinary Orthopedic Research and Education (AVORE).

Dr. Dycus became a certified canine rehabilitation practitioner through the University of Tennessee in 2015. He is the director and chief of orthopedic surgery at Nexus Veterinary Bone and Joint Center where he has a focus on total joint replacement, complex and minimally invasive fracture repair as well as angular limb deformity correction, 3D implant printing, and arthroscopy. In addition, he is the medical director for Nexus Veterinary Specialists located in Baltimore, Maryland.

